

Land Use

Introduction	2
Part 1 Past, Present and Future	8
Part 2 Building the Plan	16
Part 3 Managing the Plan	26
Part 4 Goals, Objectives and Actions	33



Third Street

INTRODUCTION: Land Use

Baton Rouge’s shared vision is of a community that is known for sustainability – in economic, environmental and social equity terms. Baton Rouge’s Downtown is strong and vibrant day and night. It’s the heart of the region, with opportunities for living, working and recreation. Neighborhoods are thriving and citizens have housing options that are safe and affordable to a variety of income levels. East Baton Rouge Parish has attractive open spaces in every neighborhood, and residents have many desirable options for getting around, including walking, biking, riding transit and driving.



Live After Five

Core Values and Aspirations in the Vision

This vision was developed by a diverse group of residents and stakeholders that provided input through workshops, open houses, interviews, focus groups and survey discussions. Respondents consistently cited the following core values and aspirations they believed should be the foundation for building a vision for East Baton Rouge Parish.

Core values that relate to land use:

Prosperity: All residents have access to a thriving economy with job opportunities in growing diverse businesses.

Equity: All residents have access to a good education, public services, housing and job opportunities.

Diversity: The City-Parish is known for embracing diversity and acceptance of other cultures, ethnicities and groups.

Safety: People feel safe where they live, work and play.

Strong neighborhoods and communities: Neighborhoods in all areas of the City-Parish are desirable places to live and have a range of housing types and nearby amenities to serve residents.

Convenient transportation: There is a variety of choices for moving both people and goods, as well as improving existing ways to move throughout the parish.

Healthy environment: Natural resources are protected and conserved to provide active and passive recreational opportunities for current and future residents.

Sustainability: The future reflects the creativity and resiliency of East Baton Rouge Parish's residents and offers a sustainable place for citizens to thrive –with a focus on building a future based on fiscal, physical, environmental, economic and equitable sustainability

LAND USE

Introduction

A Vision of Land Use Planning

This element of the FUTUREBR Comprehensive Plan addresses how the East Baton Rouge Vision will be achieved through effective land use planning. The Comprehensive Plan is a statement of policy and therefore is not a regulatory document. The goals and policies at the end of this element will guide the city's regulatory system – including the Unified Development Code (UDC), subdivision of land, interaction of land use and transportation planning, and economic development. The goals and policies also provide guidance to land-use decisions.



Mississippi River



Spanish Town



Mid City

The Most Important Elements of the Vision

A Parish of Distinct Neighborhoods and Districts

Baton Rouge, by its history and nature, is organized into neighborhoods and districts. Think of how well parish residents describe where they live or work – Downtown, the Garden District, Spanish Town, Scotlandville, Mid City. These are all districts or neighborhoods, each with distinct characteristics. While other important elements of community form exist, such as commercial corridors or industrial areas, a parish concept of foundational, cohesive districts will both match the existing developments and also be easy to describe as new additions are recommended in the plan. So the fundamental starting point of the plan should be defining these areas – not just a map of districts, but understanding what defines the district character and what ties everything together.

Concept of Self Reliance and Complete Design

To be cohesive, districts typically share common characteristics – architecture, history, or civic institutions such as a school or park. The district concept becomes especially useful when combined with land use and transportation concepts. One of the fundamental goals of this plan is to develop a more resilient, prosperous East Baton Rouge Parish. Applying these ideas to a district concept leads to the idea of more self-contained districts, where one can find many of the residents’ or workers’ daily needs close by – a short drive or even a short walk – within 20 minutes.

LAND USE

Introduction

WHAT MAKES AN AREA PEDESTRIAN-FRIENDLY?

In the ideal pedestrian-friendly neighborhood, most daily needs can be satisfied within a short walk from home and work. The factors that influence how easy and enjoyable it is for residents to walk for their daily needs are critical.

In many areas, nearly a third of the variation in pedestrian activity can be attributed to environmental qualities such as cleanliness, sidewalk continuity, landscaping, seating, shade, and curb ramps, as well as the availability of street furniture, quality of paving materials, noise and odors.

Street network characteristics such as configuration, compactness, and connectivity influence the frequency with which people drive, walk or ride a bike. Denser, connected street networks correlate with fewer motor vehicle trips, fewer miles traveled and improved pedestrian access.

The 20-minute Neighborhood Concept

Many residents of East Baton Rouge Parish would say that their quality of life is related to where they live and how easy it is to get to work, get kids to school, get involved with neighbors or have access to a local park. FUTUREBR sees the concept of the “20-minute neighborhood” – where residents can walk to essential amenities and services in 20 minutes – as a vital element of a healthy neighborhood. While many may prefer to drive, others will prefer walking to further enrich their own daily experience and to contribute to their quality of life.

With FUTUREBR, the people who design streets, transportation systems, parks and sewers should bring the concept of the 20-minute neighborhood to areas outside the City-Parish core. The 20-minute neighborhood’s goal is to build projects that provide a range of amenities close to home, whether this occurs on foot or by transit, bike or car.



Spanish Town



Riverfront in Downtown

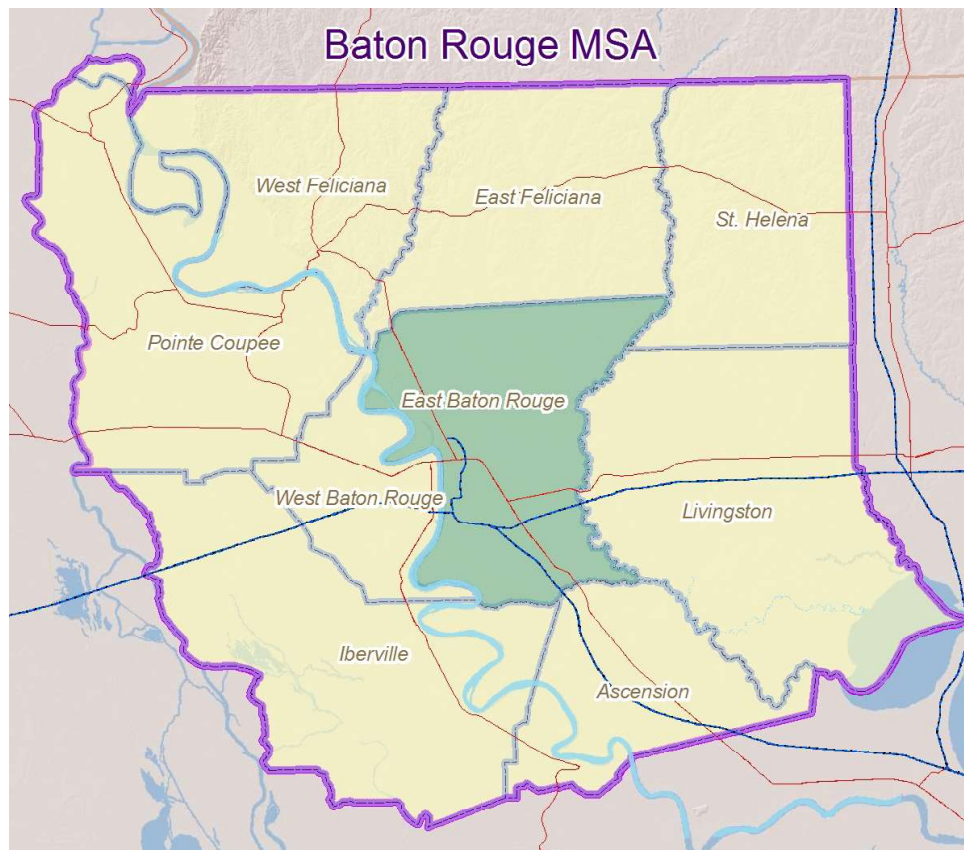
Types of Neighborhoods and Districts

There are many different types of neighborhoods, each with unique characteristics. Traditional neighborhoods built before the 1950s, such as Spanish Town, Beauregard Town and the Garden District, feature a grid pattern of streets with small lots and have commercial and service uses integrated into the neighborhood fabric. Neighborhoods such as Sherwood Forest, Shenandoah and Oak Hills Place, built since the 1960s, have a discontinuous street pattern and are more auto-oriented, consisting of single-family homes on large lots, shopping centers and parks.

FUTUREBR envisions retaining the best and most cherished aspects of the districts while allowing them to evolve to meet the challenges of future growth, such as Mid City neighborhoods working together to evolve into vibrant mixed-use districts.

Part 1: East Baton Rouge Parish – Past, Present, and Future

East Baton Rouge Parish is the central parish within the Greater Baton Rouge metropolitan area, home to the City of Baton Rouge, the capital of Louisiana. The metropolitan statistical area (MSA) includes eight other parishes: Ascension, East Feliciana, Iberville, Livingston, Point Coupee, St. Helena, West Baton Rouge, and West Feliciana. The Parish's location in an MSA means it draws people from other parishes for employment and shopping opportunities.



Part 1: Past, Present and Future

THE PLAN OF GOVERNMENT AND HORIZON PLAN

The citizens of the City of Baton Rouge and East Baton Rouge Parish recognized the need for a Comprehensive Plan and voted to amend the Plan of Government to require comprehensive planning in 1988.

The award-winning Horizon Plan was the first locally-mandated comprehensive planning resolution in Louisiana. Adopted in 1992, the Horizon Plan's primary emphasis was to identify major issues that influence future growth, to decide the actions necessary to address these issues, and to propose specific strategies that help the City-Parish target its resources in the most efficient manner. The original resolution called for five-year updates to the plan to monitor growth and development trends, with a major overhaul in 20 years.

In conjunction with Hurricanes Katrina and Rita, the City-Parish experienced an influx of 75,000 new residents. The City-Parish's infrastructure struggled to handle the additional demand. The experience of population growth in the aftermath of the hurricanes helped the City-Parish leadership decide to fast-track the development of the 20-year update to succeed the Horizon Plan, known as FUTUREBR.



THE 1988 AMENDMENT TO THE PLAN OF GOVERNMENT

(a) A Comprehensive Master Land Use and Development Plan for the physical development of the metropolitan area of East Baton Rouge Parish and the City of Baton Rouge shall be adopted by the Planning Commission and Metropolitan Council within two years of the passage of this amendment to the Plan of Government. The Comprehensive Plan shall include but not be limited to the following elements:

- (1) A future land-use element;
- (2) A traffic circulation and mass-transit element;
- (3) A wastewater, solid waste, and drainage element;
- (4) A conservation and environmental resources element;
- (5) A recreation and open space element;
- (6) A housing element;
- (7) A public services and facilities element, which shall include but not be limited to a capital improvement program;
- (8) A public buildings and related facilities element;
- (9) Development and redevelopment;
- (10) Health and human service element; and
- (II) Methods of financing to implement recommendations.

LAND USE

Part 1: Past, Present and Future

Population Trends

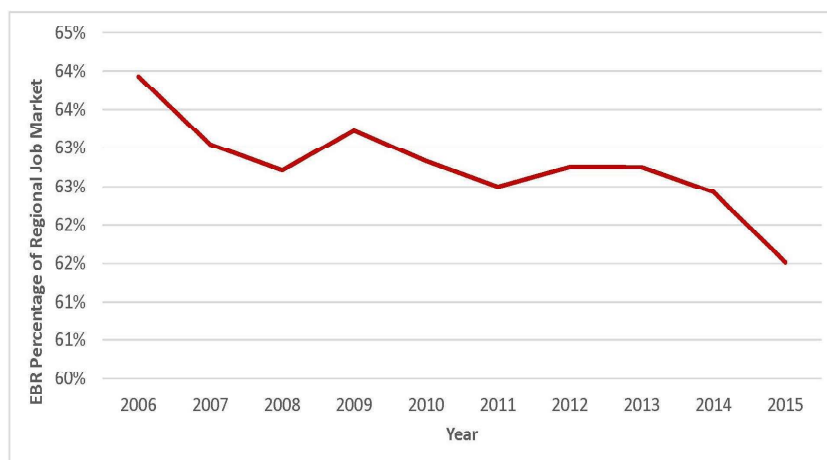
East Baton Rouge Parish is the most populous parish in Louisiana. In the last two decades, from 1990 to 2017, East Baton Rouge Parish has experienced a 17 percent increase in its population, from 380,699 to 447,268. That is an average increase of 0.67% per year, which is faster than the state of Louisiana (0.36 percent), but slower than the MSA, which grew at 1.26% per year, an even faster pace than researchers had projected.

During the past three decades, the portion of the region's population living in East Baton Rouge Parish has declined steadily. The Parish's population grew by more than 66,000 during the last 16 years yet its share of region-wide population declined from 62 percent to 55 percent.

Employment Trends

The majority of workers in the region continue to commute into East Baton Rouge Parish because it is the hub of employment. Roughly 70 percent to 80 percent of workers in the metropolitan region commute to a job within East Baton Rouge Parish each day. The Parish accounts for half of the new jobs created in the region. Since 2000, East Baton Rouge Parish's share of regional employment has decreased from 66 percent to 62 percent, meaning that outlying areas saw greater employment growth than East Baton Rouge Parish. Over this same period, East Baton Rouge Parish has continued to have a high concentration of jobs compared to population regionally.

East Baton Rouge Parish's Share of the Regional Labor Market, 2007-2017



Source: Louisiana Workforce Commission.

Note: RLMA 2 refers to the Baton Rouge Regional Labor Market Area, as defined by the Louisiana Workforce Commission, which includes the following parishes: Ascension, East Baton Rouge, East Feliciana, Iberville, Livingston, Pointe Coupee, St. Helena, Tangipahoa, Washington, West Baton Rouge, and West Feliciana.

Forecasting Population Growth

FUTUREBR is based on an aspirational population forecast that projects the Parish will retain its proportional share of the region's population and employment. This is in contrast to the State of Louisiana's 2030 population forecast. Under the State forecast, while the Baton Rouge MSA would see an increased population, East Baton Rouge Parish would lose population, with more growth going to surrounding parishes.

It is possible to achieve this aspirational forecast and bring vitality and reinvestment to the Parish. It will require careful planning to retain and attract new people, in conjunction with improvements in the transportation network and the school system as well as reduction in the crime rate. The following describes how changing demographic trends, both nationwide and in the City-Parish must be considered as a part of East Baton Rouge Parish's strategy for growth, revitalization and reinvestment.

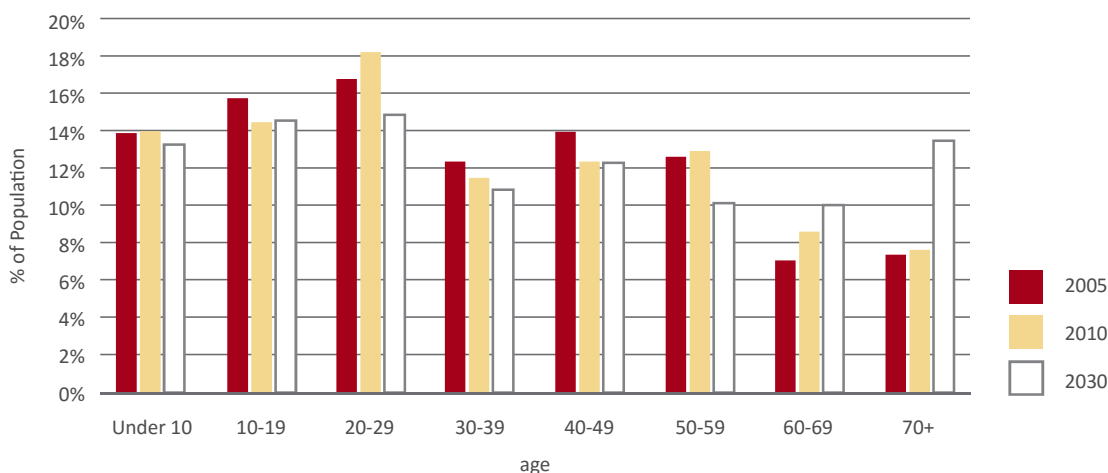
Relevant Demographic Shifts

Declining Household Size

Decades ago, the housing market was focused on providing single-family housing that met the needs of families with children. Today, the majority of new households are made up of one or two people, a trend that is expected to continue into the future. These small households may be any age, ranging from students and young professionals to retired seniors.

The trend toward smaller households stems partially from aging baby boomers (persons born between 1946 and 1960). Baby boomers are a major demographic group with specific housing needs, since they are more likely to have just one or two people after their children move away. Many baby boomers seek housing that is convenient, social, and low maintenance – like much of the housing found in medium and higher-density urban neighborhoods.

Percent of Population by Age, East Baton Rouge Parish, 2015 and Projected 2010 and 2030



Source: State of Louisiana Population Projections. http://www.louisiana.gov/Explore/Population_Projections/

LAND USE

Part 1: Past, Present and Future

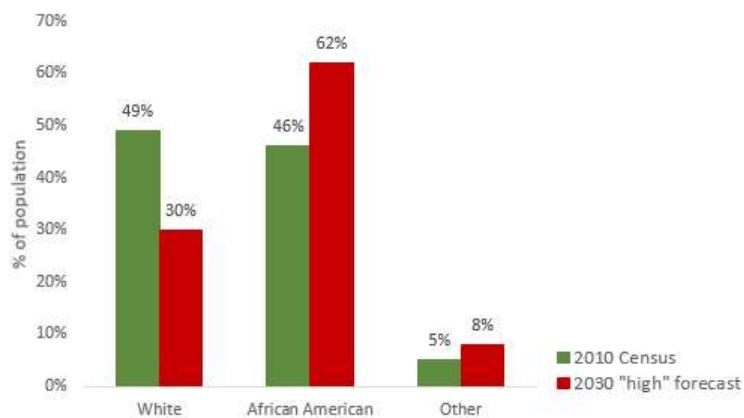
Younger adults also seek out housing that is pedestrian friendly, convenient, diverse and balanced. Consumer research suggests that those in their 20s and 30s (known as Generation Y) represent the largest target group of people interested in living in urban environments. Research by the Brookings Institution has also found that people aged 25-34 went from less than 15 percent to almost a quarter of Downtown residents between 1970 and 2000 in 44 selected cities.

Increasing Population Diversity

Compared to national averages, East Baton Rouge Parish is likely to become more ethnically and racially diverse by 2030. Under the state's "high" population forecast, the share of African American residents is expected to exceed the share of white residents by more than 20 percent. Like other southeastern regions, East Baton Rouge Parish will likely see an influx of Hispanic newcomers who are typically younger than the average resident. Nationally, the median age of the Hispanic population is 28 years, compared to 38 years for the population as a whole. These new residents will need homes and neighborhoods to raise their families, schools within walking distance, and easy access to jobs via the transportation network.

By 2030, the State of Louisiana predicts in its "high" forecast that 63 percent of the population in the Parish will be African American, 30 percent will be white, and 7 percent will be of other races. According to the Census, 4 percent of the population was of Hispanic descent in 2010.

Change in Racial Distribution Between 2010 and 2030 in East Baton Rouge Parish



Source: State of Louisiana Parish-level Population Projections for East Baton Rouge Parish by Race (High Series Data, Middle Series Data), Census 2010 Redistricting Data

Note: The race category 'other' includes Asian or Pacific Islanders and North American Indian or Eskimo.

Housing Analysis

Most ownership housing in East Baton Rouge Parish consists of single-family detached homes, which points to an opportunity to build townhomes, and cottage homes products more attractive to diverse populations. If local and national trends hold true, much of East Baton Rouge Parish's future demand for ownership units will be for smaller housing types.

These trends also mean rental housing is projected to be a long-term need in the City-Parish. Rental housing offers flexibility for individuals and families in an age when job markets are in flux and mortgages are more difficult to obtain. In terms of affordability, there are many renters and owners living in housing that is not affordable to them. Approximately 51 percent of East Baton Rouge Parish's renters are spending more than 30 percent of their incomes on housing, and those hardest hit are households earning the least. Unaffordable housing costs have most greatly affected renter households earning less than \$15,000, making them particularly prone to overpaying – spending more than 35%, 40% or even 50% of their incomes on housing. Currently, rental housing in East Baton Rouge Parish is designed for lower income renters, perpetuating the stark income divide between renters and owners in the Parish. The market is under-producing high quality rental options affordable to households earning less than \$25,000.



Stanford Avenue

LAND USE

Part 1: Past, Present and Future

Current Land Use Conditions

Land Supply for New Development

East Baton Rouge Parish encompasses approximately 300,000 acres of land (470 square miles). Removing the cities of Baker, Central and Zachary, the FUTUREBR planning area is just over 240,000 acres. While the majority of the land is already developed, there is still a significant supply of land available for growth in the next 20 to 30 years.

Environmental Constraints on Development

Located within the delta of the nation's largest river system, land in East Baton Rouge Parish is strongly influenced by water, including lakes, waterways, wetlands and floodplains. In addition to the 45,000 acres of land constrained by wetlands and open water (nearly 20% of City-Parish land), over a quarter of City-Parish land is affected by the high hazard floodplain, also known as the "100-year" floodplain. These areas can impose constraints on development for both ecological and practical reasons. Building in the floodplain is common practice in the region, but it is inherently more expensive to build and subjects the development to greater risk of flooding. Given the availability of land not affected by environmental constraints, development in the high hazard floodplain should be subject to heightened review and stronger regulations.

"Developable" land accounts for roughly one-third of the City-Parish area, based on the existing land use. Approximately 35 percent of that developable land is within the reach of existing urban services, which indicates the extent served by City-Parish water and sewer lines. Outside the urban service boundary, much of the undeveloped land is zoned for rural and agricultural use, including approximately 30,000 acres of prime agricultural land. To preserve productive farm land, forests, and rural open space within the Parish, new development and infill should be focused inside the existing network of urban services.

In addition to land available for new development, there is widespread potential for redevelopment on land with existing buildings in many areas of the parish. Infill and redevelopment will be particularly important in areas that are centrally located and easily accessible, and where existing land use does not best serve community desires. Strategies for infill and redevelopment are discussed in greater detail later in this element.

Distribution of Housing and Employment Today

Housing in East Baton Rouge Parish consists largely of single-family homes in existing neighborhoods. Some of the oldest, inner ring neighborhoods have excellent connectivity because of a continuous street grid, while many of the more recent housing developments have a disconnected street network and isolated land uses. Multi-family housing is available throughout the City-Parish, located in clusters along major arterials and bordering commercial centers. Employment is concentrated in downtown Baton Rouge and the Industrial Areas, along the corridors of Florida Boulevard, Interstate 10 and Airline Highway, and near LSU.

Part 1: Past, Present and Future

Land Use Changes to Accommodate Growth

Strategic Scenario

In light of demographic trends and the region's projected growth, East Baton Rouge Parish will need to position itself as an attractive city in order to attract and retain talented young people. It will need to meet the demand for housing types not widely found in the Parish. On the transportation front, East Baton Rouge Parish will need to continue to serve motorists, but also those who bike, walk, or use transit. Increasingly, alternative forms of transportation will become important as an economic issue and will improve the Parish's environment.

The FUTUREBR Strategic Scenario anticipates the addition of roughly 48,000 new households and 135,000 new jobs to the Parish from 2005 to 2030. The scenario estimates that this new growth would occur on approximately 12,500 acres of land. Infill and redevelopment should account for about 10% of new growth, under this scenario, which is a significant amount.

Infill and Redevelopment

Infill and redevelopment parcels vary in size across the Parish. Where feasible, transit-oriented corridor developments can provide space for new businesses, retail space and urban housing. Successful developments should support transit investments, reduce auto dependence, and help to create lively places that draw people day and night. Elsewhere within the existing urban fabric, available parcels may be small, and successful development will be numerous and smaller as parcels become available. Smaller infill projects can have a galvanizing effect a neighborhood, particularly mixed-use housing development that expands the range of options in the area.

New development that complements and improves the Parish's existing urban fabric, makes efficient use of services, and provides a wide variety of housing types will require zoning and permitting processes that allow for the efficient development of high quality places. The market for dense, mixed-use products depends upon land value, expected rent, and the anticipated return on investment for owners and developers. PUDs have become a standard tool in East Baton Rouge Parish for infill projects that do not meet current zoning district requirements, but for many small infill projects the lengthy, expensive process will be limiting. Instead, the UDC should be updated to allow and encourage such development.

Part 2: Building the Plan

Together, the Vision, in combination with the Land Use Map and Transportation Element, addresses the man-made geography of the City-Parish. These maps identify areas where the land uses or intensity of uses are envisioned to change, including mixed-use centers, as well as areas where land uses should be maintained and improved while retaining their present character, such as existing neighborhoods. With regard to transportation, the maps display the street types that complement the land uses they serve.

Using FUTUREBR

FUTUREBR should be used to guide the development of smaller scale plans and related implementation, legislation, or public investment strategies for the small areas within the City-Parish. It is a policy document, not a regulatory document. Regulation of property subdivision and development is a function of the UDC and zoning map.

The East Baton Rouge Parish Land Use Map

The Land Use Map is derived from the Vision Map and should guide the City-Parish's investment and regulatory programs. The Map translates the vision's overarching concepts into plan categories that describe in more detail the form, scale, and type of uses for specific areas of Baton Rouge. Plan categories serve as the basis for zoning designations, which apply specific use and development requirements to real property. The Land Use Map should evolve over time, keeping true to the overall vision, but adjusting to new neighborhood plans, unforeseen opportunities, and minor adjustments that will arise.



LAND USE

Part 2: Building the Plan

Plan Categories

The Plan Categories usually provide a finer level of detail, particularly for mixed-use land uses. Minimum basic design concepts and characteristics or levels are prescribed for each plan category. These describe the ideal characteristics with the understanding that many existing areas in East Baton Rouge Parish do not and will not meet this ideal. Design levels are further detailed in the Community Design and Neighborhoods element.

Parks and Open Space

East Baton Rouge Parish has a strong network of existing green spaces, such as Bluebonnet Swamp, Waddill Wildlife Refuge, Magnolia Mound, City Park, and neighborhood parks, that will be joined by new parks and open spaces. Parks and publicly-owned open spaces – whether conservation areas, preserved wetlands and nature trails or a system of well-designed parks for organized sports, festivals and concerts – encourage a healthy lifestyle with easily accessible recreation. Parks and open spaces should be spread throughout the City-Parish and centrally located within neighborhoods, ensuring that all residents can easily access them on foot, by bike or car. Depending on the adjacent land uses, parks may be served by varying levels of pedestrian infrastructure.

Properties given the Open Space Plan Category will be publicly owned, or designated for a public purpose. They are areas that the City-Parish has decided to protect and not allow any development. These will most often be cemeteries, conservation areas, wetlands or other sensitive natural areas.



Bluebonnet Swamp



Perkins Road Park

Part 2: Building the Plan

Agricultural/Rural

Single-family homes on large rural lots are predominately located in the northern part of the Parish. A few small stores provide limited goods and services, and most residents get to employment and shopping by car. Because homes are spread out and far from urban centers, the municipal cost of providing services and infrastructure is comparatively high.

Agricultural/Rural land uses make for an auto-oriented environment. Pedestrian design is minimal because buildings are not typically set back from the roadway. Residential development should be encouraged where it can be served by nearby community-serving amenities.



Farm land in rural East Baton Rouge Parish

Residential Neighborhood

This category includes predominantly single-family homes. Streets should include bike lanes and sidewalks, as appropriate. Some residential neighborhoods may be auto-oriented because of large lot size and existing discontinuous street networks. New residential neighborhoods should be located within proximity to existing or new amenities that encourage the “20-minute neighborhood” concept for easy access to daily needs.

In addition to a variety of single-family housing types, residential options such as “mother-in-law” suites, and garden homes may be permitted. Uses such as live-work units, neighborhood scale office and commercial at intersections or along primary streets, private schools, and religious institutions, should also be permitted subject to review. Density should be less than 8 dwelling units per acre. Neighborhoods such as Old Goodwood, Kenilworth, Melrose, Southern Heights and Riverbend all fall into this plan category.



Mid City

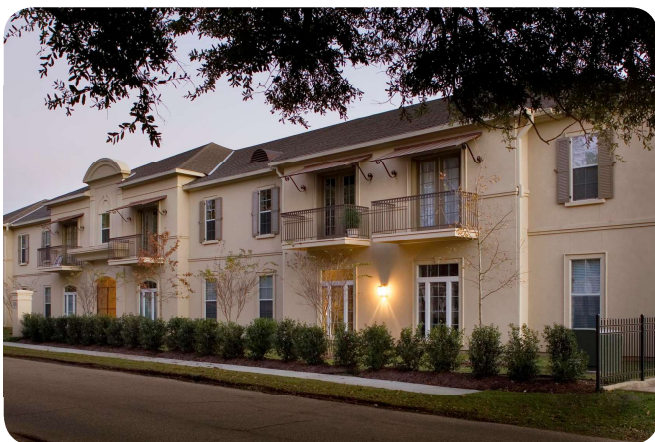
LAND USE

Part 2: Building the Plan

Compact Neighborhood

Compact neighborhoods are distinguished from residential neighborhoods by lot size and the degree of connection to nearby land uses. Compact neighborhoods are designed with an emphasis on smaller lot sizes, narrow street width, on-street parking, and high connectivity to adjacent land uses within a primarily single-family residential context.

While this plan category is and will be composed mostly of single-family residential, it may also include live-work units, townhomes, one- to four-story multi-family developments, and neighborhood scale office and commercial at intersections or along primary streets. Density is at least 8, but not more than 20 dwelling units per acre. Existing compact neighborhoods include Istrouma, Spanish Town, and Bearegard Town.



Lasalle Avenue

Urban Neighborhood

Urban neighborhoods consist of housing and retail districts where people both live and work in mixed-use residential areas. Urban neighborhoods are primarily pedestrian-oriented and may be served by local transit. Buildings, whether entirely residential or mixed-use, are oriented to the street. Many are near the Downtown Core but they may be located near major job centers, and universities.

Multi-story mixed-use residential buildings are interspersed with townhomes, multi-family housing, “mother-in-law” flats (also known as accessory or garden suites), live-work units, and compact single-family housing. These neighborhoods include urban retail areas and open spaces such as plazas, fountains, and pocket parks. Density should be more than 20 dwelling units per acre. Existing urban neighborhoods include Suburb Gracie and the Suburb Swart.



Highland Road near LSU

Institutional

Institutional areas include publicly-owned schools, universities, government buildings, and police and fire stations. Depending on the specific use and adjacent land uses, institutional areas may be served by varying levels of pedestrian infrastructure. For instance, university, government, and medical campuses should be pedestrian-friendly places, and may be served by transit and nearby housing for employees, students and visitors. Alternately, neighborhood schools may have varying degrees of urban form depending upon the surrounding intensity of land use. In addition to the many public schools, the State Capitol is a prominent institutional area.

Office

Office areas are characterized by activities conducted in an office setting that focus on the provision of goods and services, usually by professionals. Office areas provide professional and personal services with one to four floors in height permitted. While the majority of the building area will be used as office, other uses such as retail, live/work, and multi-family residential uses are allowed. Office areas will be accessible primarily by car, but should be comfortable for pedestrians in the Urban/Walkable Character Area. Examples of office areas are Jefferson Highway and Goodwood Boulevard.



Scotlandville Branch Library



Perkins Road near Pennington Biomedical Research Center

LAND USE

Part 2: Building the Plan

Neighborhood Center

Neighborhood Centers are small-scale, one- to three-story mixed-use areas intended to serve nearby neighborhoods with retail, dining, and services. They provide employment, entertainment and housing options such as apartments, condominiums and townhouses, with small lot, single-family homes near the edges. Live-work units also are encouraged.

In multi-story buildings, retail will often occupy the ground floor, with offices or housing in the stories above. Such centers may take the form typical of “main street” commercial areas, and a wide variety of allowed uses can include restaurants, retail stores, small groceries, personal and professional services, private and civic offices. Customers who drive can park once and walk to a number of destinations because of the pedestrian-oriented building form and design. Auto-oriented uses and drive-through buildings should be discouraged and new surface parking lots limited. Industrial uses should not be allowed.



North Gate

Mixed-Use

Mixed-Use areas link major mixed use, employment and retail centers throughout the City-Parish. Encouraged building forms include a mix of commercial buildings, up to five story mixed-use buildings, and adaptive reuse of warehouse or large commercial buildings. These corridors will include some mixed-use condos and apartments for people who want to live in an active, accessible area. Large format retail (e.g. “big box”) and office parks should be permitted subject to discretionary review, while tower buildings more than five stories, industrial and warehousing buildings should be discouraged.

While the majority of people will still travel by car, some areas may have dedicated bus and bike lanes. The community design within Mixed-Use should be comfortable for pedestrians, and the infrastructure should include sidewalks, street trees, crosswalks and ideally, on-street parallel parking.



Willow Grove

Part 2: Building the Plan

Commercial

Commercial areas primarily function as service and job destinations. They currently serve many Baton Rouge residents on a daily basis and consist of corridors with key areas commonly located at the intersection of major roadways, where businesses are easily accessed by car. The frontages of major roads such as Airline Highway, are examples of a commercial areas. Buildings in these areas typically stand one to five stories with offices, restaurants, and a range of shopping. While the Commercial area may contain a mix of uses, activities tend to be located on separate parcels.

In addition to jobs and services, Commercial areas may include multi-family housing in low- to mid-rise apartment buildings. Parking is plentiful in these areas because uses are predominately car-oriented. Since there is a significant amount of retail, it's important to have quality landscaping and pedestrian-friendly design. For large shopping centers, this may involve the addition of public plazas or other features that serve as community gathering places.



Siegen Lane

Regional Center

Regional Centers are the most intense mixed-use areas for large-scale employment, retail, and civic or educational uses. These areas attract workers and people from around the region and are located along major transportation corridors. As the largest centers, they draw from a five- to 10-mile radius market area. Parking is provided on street or off street in shared facilities such as garages or lots. Some Regional Centers may include a parking management district. Perkins Rowe / Mall of Louisiana (at Bluebonnet) are examples of centers with a regional draw.

Buildings may be multi-story, mixed-use buildings that support a high level of pedestrian access. Buildings of two to seven stories should be permitted, with additional stories permitted subject to discretionary approval. Compact or urban residential options and civic uses such as schools, libraries, community centers, and city-parish services can also be found in Regional Centers. Buildings more than seven stories, car-oriented buildings and uses (i.e. drive-through businesses), industrial and warehousing uses do not fit in a Regional Center.



Perkins Rowe

LAND USE

Part 2: Building the Plan

Downtown Core

The Downtown Core thrives as a dynamic, regional hub for business, tourism, retail and entertainment. It serves as the center for municipal and state government, and feature arts and performance venues, convention facilities, and attractive historical tourist destinations. Many residents will work Downtown, where high-quality office space and an efficient transit system will enable a rich diversity of businesses to attract great talent that serves clients, visitors and residents.

Generally, land use will be permissive within the Downtown Core while building form and design should subject to greater scrutiny. Many buildings will be multiple stories, providing space for a range of commercial activities, offices, retail, professional and personal services, rental and ownership housing (often on upper floors within a mixed-use building). Civic uses that contribute to the cultural richness of the region will include libraries, schools, religious institutions, and facilities for the arts, among many others. Any light manufacturing should produce no nuisances such as noise, light or odor.

Drive-through facilities should be discouraged, along with other auto-oriented building forms and site designs. Transit connectivity is greatest in the Downtown Core, allowing people to get around with

less dependence on personal vehicles. Parking should be located on street or at the rear of buildings. New commercial surface parking lots should be limited in the Downtown Core; however, surface parking should be a transitional use. For example, revenue from a publicly-owned surface parking lot could provide funding for the construction of a parking structure.

Newly-developed, high-density apartments, lofts and townhomes further support a true urban neighborhood. These downtown residents add to the street life, support a robust restaurant and night-life scene, and enjoy easy access to urban parks, plazas and the Mississippi Riverfront.

There should be easy access to Downtown by transit or car. Visitors arriving Downtown via regional rail or from the airport should enjoy easy connections to local transit. Commuters from outlying neighborhoods should easily reach Downtown via bus, bike, walking, rail or car.

The Downtown Core will be the most pedestrian-oriented district within East Baton Rouge Parish, with buildings that meet the sidewalk and street-facing storefronts with prominent entrances, numerous windows, and interesting facades. Buildings of one to twelve stories should be permitted by right, with additional stories permitted by discretionary approval.



North Boulevard



Third Street

Part 2: Building the Plan

Employment Center

Employment centers will range in character from the Health District – a cluster of hospitals, research facilities, and medical offices in the southern part of the parish, where pedestrian design should be encouraged – to the Airport, with a focus on transportation-related industries and other manufacturing and distribution businesses, where large parcels make vehicle access paramount.

Employment Centers are primarily business districts that host professional and support jobs in a range of service-oriented fields that benefit from being close to one another. Hospitals and medical offices, office complexes, with multi-family housing options and other commercial enterprises bringing many people to one place will be a natural fit for pedestrian-friendly, mixed-use Employment Centers. Located near highways and transit stops for easy access, employees and customers will enjoy attractive and convenient pedestrian connections to and within the district. Both the Health District and the Airport are regional employment areas that feature convenient access to multi-family housing.



Our Lady of the Lake Regional Medical Center

Industrial

Industrial areas are for manufacturing, processing, storing and distributing raw or extracted materials. Building form will be largely determined by building use, and vehicle access will often be a priority. Factors such as heavy vehicle circulation, large land parcels and widely spaced buildings typically limit pedestrian activity in industrial districts. However, infrastructure such as a complete street grid and safe intersections should be provided where possible. Industriplex and Choctaw Drive are both Industrial areas.



Exxon Mobil Refinery

PART 3: Managing the Plan

The FUTUREBR Comprehensive Plan is the blueprint for how the City-Parish will be shaped over the next 20 years. It lays out the goals and policies that will guide decisions about how to invest in infrastructure and transportation, how land should be zoned for development, and what initiatives, such as small area or new community plans, should be undertaken.

The Plan translates widely-held values and priorities from the Vision into a set of long-range priorities and policies. It is not, however, a stagnant document. It should evolve over time as the city grows and changes. Technological, cultural and environmental shifts are hard to predict, and the plan should not unnecessarily bind the City-Parish to policies that cannot be adapted. That said, the plan should not be altered too often, or without public involvement or an evaluation of its performance.

Management Tools

This plan has been designed with some tools that will help guide decision makers in managing and implementing its goals. The small area and neighborhood planning process provides a structure for working with specific areas to implement the Vision. This includes working with areas that are already developed and in need of infill strategies and new communities on vacant land, both inside the City-Parish and in areas to be annexed. The UDC translates overarching land use goals into specific use and development regulations at the parcel level that should shape development in a way that will achieve the parish's Vision.

Building New Communities and Future Expansions

One of the findings of the FUTUREBR process was continued support for Baton Rouge's tradition of building single-family neighborhoods. There was also significant support for community grocery stores, parks, schools and other amenities within a short drive, walk or bike ride from home. Commercial areas could provide a mix of additional housing options, including townhouses, apartments and multi-family developments. Neighborhoods that blend these amenities, connectivities, and housing options together are known as complete communities. Many of Baton Rouge's oldest and most cherished neighborhoods were built in this manner.

New housing developments do not always have these amenities. Even if a grocery store is within walking distance from home, as the crow flies, discontinuous and complex street networks can make the trip to get there significantly longer. In the past, street networks were not designed to connect with adjacent neighborhoods, going from one neighborhood to the next requires travel on major arterials. Transportation connectivity standards have been developed to ensure that new communities are connected and easily travelled by a variety of modes.

Part 3: Managing the Plan

Planning for Expansion

Maintaining a ready supply of developable land is important for Baton Rouge’s economic well being so that businesses will grow and newcomers can find a place to live. However, new development must be planned and phased in a way that repairs and strengthens Baton Rouge’s existing urban fabric, makes efficient use of infrastructure and contributes to the City-Parish’s fiscal position. The most influential catalyst for new development is infrastructure – roads and utilities make vacant land accessible, usable and valuable, thus spurring construction. By contrast, “leapfrog” development, where new homes or employment areas are built far from existing urbanized areas, places heavy demands on public resources. Public safety, utilities, parks and recreation, and other services must be extended over larger areas without a proportional increase in rate-payers. Transit service quality rapidly deteriorates in sparsely populated areas, leaving residents with few alternatives to the automobile.

Planning for Infill

In addition to new communities, the Vision for Baton Rouge anticipates a portion of new growth occurring in the form of infill development, which is the integration of new or rehabilitated buildings into existing urban areas. The FUTUREBR strategic scenario assumes that 10% of new growth in the parish would take the form of infill or redevelopment. Infill can revitalize neighborhoods and main streets by providing new employment or housing and filling “gaps” in a streetscape.

Creating a strong market for infill development is not easy to do, however, and will require substantial planning, coordination, and skill to accomplish in Baton Rouge. The abundance of vacant land and the development community’s comfort and familiarity with suburban-style greenfield development can be a disincentive to infill development. In addition, financial lenders (both in Baton Rouge and around the country) tend to favor the tried-and-true methods of development – infill is usually a new concept. Consequently, like every city that has turned to infill as a growth and development strategy, Baton Rouge will have to build confidence in an understanding of good infill practices.



Beltline Townhomes in Mid City

LAND USE

Part 3: Managing the Plan

Two Scales of Infill Development

Infill projects tend to occur at two scales: large multi-phase projects that can cover several blocks, or small, parcel-by-parcel projects. This dichotomy emerges because larger projects make it possible to combine a variety of uses, such as housing, retail, and entertainment venues, that help diversify the project and reduce risk. Often these projects are initiated by government or redevelopment agencies that solicit developers and investors. Substantial public investment is usually needed, especially if the project takes place on a formerly contaminated site in a distressed area. The positive aspects of the larger-scale approach include delivering a collection of amenities under the umbrella of one project. These projects can change perceptions about an area and serve as the initial catalyst for more investment. The drawbacks to this approach are the substantial risk the public must bear, both financially and politically.

The second form infill takes is small, parcel-by-parcel projects that add gradually to a community. Investors adaptively reuse existing buildings, add on to them, or build new. Local governments can also play a role, usually through providing financing, development incentives, and technical

assistance to individual developers. This can require just as much effort and attention by public agencies as the large infill project approach. Mobilizing small-scale capital projects is not a simple matter, and the risk for individual investors in those projects is substantial. But the long-term yields of focusing on many small projects can potentially outperform the single large project approach.

Financial and political risk to the locality is diversified when spread to many different projects. Furthermore, successful building prototypes in one neighborhood can be easily replicated in other neighborhoods. Finally, by fostering a cadre of experienced infill developers, the City-Parish can reduce its role as a financial partner for most infill projects and instead focus its efforts on areas that continue to need reinvestment assistance.



White Star Market on Government Street

Part 3: Managing the Plan

Infill Strategy for Baton Rouge

Most likely, there will be a role for both large and small infill projects in Baton Rouge. To achieve the vision, there will be a much more substantial need for small-scale investments throughout the City-Parish. The City-Parish's development process must facilitate those projects with clear and predictable zoning regulations, and the right incentives and tools to get them started.

The City-Parish, like all established cities, holds abandoned properties because property taxes have not been paid. A major impediment to disposing of these properties to the private sector and encouraging their redevelopment is the problem associated with clouded or unclear title. For properties that have passed from owner to owner without title records, it can be very time consuming to clear title. Furthermore, the City-Parish is only authorized to sell vacant, abandoned or unlawfully occupied property whose taxes have not been paid since 1975.

The City-Parish should take steps to decrease the amount of time these properties remain unusable by taking steps to reduce the time period before sale is possible and enforce the property maintenance ordinance, which would encourage owners to maintain property.

The City-Parish can make infill development more attractive by encouraging a clean and safe environment through code enforcement. Robust code enforcement holds property owners accountable for the physical condition and safety of their properties, and can provide a means

of remediating abandoned properties through foreclosure. This can only be accomplished through persistent inspections, aggressive penalties, and the ability to enforce penalties for violations.

As demand for infill projects increases, one strategy for encouraging the type of development described in the Vision for FUTUREBR is to fully utilize the land banking capabilities and authority of the Redevelopment Authority (RDA). The RDA could establish a revolving fund from the sale of properties to acquire and assemble parcels of sufficient size to be economically viable for development.

Some properties are difficult to sell because of the presence or perception of hazardous substances, pollutants, or contaminants. These properties may be designated as brownfields based on federal criteria. Baton Rouge already has a brownfields program that uses Environmental Protection Agency funds to remediate environmental damage on designated sites. Owners of properties that fit the criteria should be encouraged to participate in the program:

The lessons learned from a holistic approach to infill development include the need for a staff of experts who understand the challenges and solutions of infill development. A one-stop-shop for planning, permitting, and project assistance can be a crucial element of a good infill program. Furthermore, these experts should manage and provide a consolidated toolbox of incentives and assistance programs.

LAND USE

Part 3: Managing the Plan

Finally, all of the parties involved in promoting infill, from the City-Parish, to citizens, to developers, must keep in mind that it will take time for some financial and community benefits to materialize. Early projects may require some public financial backing, and no one project can fill all the gaps on the street. But as Baton Rouge builds the technical capacity for infill in both the private and public sectors, the process will become easier to replicate.

Planning for Economic Growth

Baton Rouge's growth trends have favored decentralized and fragmented employment and development. This has had negative effects on Baton Rouge's fiscal condition, as infrastructure and service burdens have stretched tight budgets. The challenge for Baton Rouge is to reverse this trend.

Baton Rouge's land-use program must be attuned to the needs of its larger industries and employers. The City-Parish's supply of appropriately designated land must be carefully monitored to ensure that existing businesses can grow and new businesses can locate here. Baton Rouge has a long established history of recruiting and retaining key employers. This pattern should continue under this plan, but with more emphasis to attract a proportional share of regional employment growth to the City-Parish.

Updating Zoning Codes

Planning and zoning, while not typically thought of as economic catalysts, can play a major role in Baton Rouge's economic development. Advanced planning and carefully designed zoning codes add value by removing uncertainty from the development process – both for neighborhoods and developers. Cities that have successfully spurred reinvestment in their cores and corridors have done just this. Development is a risky business, but that risk can be mitigated when a community's goals and objectives are expressed by a plan and allowed by regulations.

While the Comprehensive Plan is a statement of policy about the City-Parish's desired form and function, implementation falls to the UDC, which provides rules about building height and bulk, parking requirements, and other specific development requirements.

Modern development codes describe the types of places that should be built with renderings and diagrams. They convey to the developer or architect how a building should relate to the street, while still allowing creativity in design. The result is a set of types of development that are desirable and can be built by right. Developers and communities benefit from more certainty.

Currently, the City-Parish uses a planned unit development (PUD) process for many projects. This process entails a negotiation between the developer, the Planning Commission, and the neighborhood about the site design, layout, density, and use of a specific property. While there is an established process and procedure, the outcome is always hard to predict, and it can be a complicated and costly process for both the public and private sector. This is not to say that PUDs do not have their place or their advantages, but they should be used only in those instances where an innovative solution is needed, a site is particularly difficult to plan for due to constraints, or other atypical situations.

ONE OF THE PRIMARY RECOMMENDATIONS OF THIS PLAN IS TO REVISE THE UDC

The UDC should include provisions for:

- Reducing the number of zoning districts
- Ensuring pedestrian-friendly, human-scale design for areas that are intended to be pedestrian oriented
- Revising setback standards that allow buildings along the sidewalk, rather than pushed to the rear of the parcel with parking in front
- Encouraging redevelopment on small parcels.

Part 4: Goals, Objectives and Actions to Achieve the Vision

This section details the land use goals, objectives and actions that will move East Baton Rouge Parish toward the community's Vision.

Goals are the big overarching ideas, changes or practices that are essential to realize the community's Vision.

Objectives establish specific, measurable, attainable and realistic goals that guide how the Comprehensive Plan is implemented in a way that will achieve the Vision.

Actions outline the steps needed to achieve the objectives.

Part 4: Goals, Objectives and Actions

Land Use Goals

1. Use the adopted Comprehensive Plan to guide development decisions.
2. Make land use decisions that contribute to the Vision and East Baton Rouge Parish's economic vitality.
3. Build a community fabric of distinctive neighborhoods and diverse districts where Parish residents have access to local commercial areas, schools, libraries, parks and open space areas.
4. Maintain, stabilize and strengthen existing neighborhoods, making them places where new residents are attracted to live.
5. Promote development patterns that encourage connectivity and walkability.
6. Put procedures, processes and tools in place to effectively and equitably implement FUTUREBR.
7. Ensure that areas where new growth is occurring benefit from sustainable development
8. Preserve and enhance environmental assets.
9. Establish a mechanism and process to monitor movement toward realizing the Vision.
10. Enhance community design character by upgrading components of the built environment.
11. Support a distinctive urban identity, enriched sense-of-place, and high quality of life.

Land Use Goal 1

Use the adopted Comprehensive Plan to guide development decisions.

Objective 1.1

Ensure all City-Parish regulatory actions relating to land development approval are consistent with the adopted Comprehensive Plan.

Actions to support objective 1.1

- 1.1.1 Align all land use regulations including zoning ordinances, the zoning map, and subdivision regulations, with the Comprehensive Plan.
- 1.1.2 Use the Land Use Plan categories to set the parameters for zoning districts with more than one zoning district allowed in each category.
- 1.1.3 Review all regulatory actions relating to land use, subdivision and development approvals for consistency with the Comprehensive Plan.
- 1.1.4 Consult adopted small area and neighborhood plans in guiding development and zoning decisions.

Objective 1.2

Reflect policy changes in the Comprehensive Plan.

Actions to support objective 1.2:

- 1.2.1 Amend the Comprehensive Plan to reflect changes resulting from policy decisions. Conduct an Evaluation and Appraisal of the entire Plan every five to seven years to determine progress towards the Vision.
- 1.2.2 Allow amendments to be initiated by citizens, the Planning Commission, or the Metropolitan Council.
- 1.2.3 Ensure new Land Use Plan categories are consistent with the Vision.

Part 4: Goals, Objectives and Actions

Land Use Goal 2

Make land use decisions that contribute to the Vision and East Baton Rouge Parish's economic vitality.

Objective 2.1

Capture a larger proportion of the region's future commercial and housing growth recognizing market forces.

Actions to support objective 2.1:

- 2.1.1 Ensure that the land use map provides for at least 20 years of growth, including anticipated housing and employment needs.

Land Use Goal 3

Build a community fabric of distinctive neighborhoods and diverse districts where parish residents have access to local commercial areas, schools, libraries, parks and open space areas.

Objective 3.1

Meet the daily needs of residents near their neighborhood.

Actions to support objective 3.1:

- 3.1.1 Map existing and potential 20-minute neighborhoods.
- 3.1.2 Differentiate areas by their natural variations of use, scale, and context, and establish standards to support the development of neighborhoods with distinct, identifiable centers and public spaces, a variety of transportation options and near neighborhood services.

Objective 3.2

Allow a variety of land uses within walking distance of one another.

Actions to support objective 3.2:

- 3.2.1 Focus downtown development on increasing employment, housing, retail, parks, cultural and arts amenities and entertainment to create an active, vibrant urban core.
- 3.2.2 Ensure that the development regulations support the development of higher density mixed-use areas at Regional and Employment Centers across the City-Parish.
- 3.2.3 Adopt regulations that support the development of pedestrian-oriented, mixed-use areas particularly within proximity to universities.
- 3.2.4 Continue to allow upper-story housing and offices over ground floor retail in commercial areas.
- 3.2.5 Continue to implement Design Standards reflecting established Character Areas to support the market transformation of commercial strips into mixed-use developments.

Objective 3.3

Residents should have access to multiple modes of transportation.

Actions to support objective 3.3:

- 3.3.1 Implement Design Standards that encourage pedestrian-oriented, mixed-use development in appropriate locations.
- 3.3.2 Use context sensitive solutions to ensure that centers and corridors are designed to support transit riders.
- 3.3.3 Provide sidewalk improvements and additional connections to local retail, services as well as to parks and natural areas to improve accessibility.

LAND USE

Part 4: Goals, Objectives and Actions

- 3.3.4 Increase bike and transit access to neighborhood supportive services.
- 3.3.5 Ensure safe, accessible and direct routes to school for students and their parents from surrounding neighborhoods.

Land Use Goal 4

Maintain, stabilize and strengthen existing neighborhoods, making them places where new residents are attracted to live.

Objective 4.1

Ensure that neighborhoods are stable.

Actions to support objective 4.1:

- 4.1.1 Identify areas where the existing neighborhood character should be preserved and areas where critical change is desired.
- 4.1.2 Preserve the character of established residential neighborhoods by ensuring that new development complement the neighborhood's characteristics.
- 4.1.3 Maintain the desirability of existing neighborhoods through public and private investment.
- 4.1.4 Ensure appropriate transitions between non-residential uses and neighborhoods to protect stability and quality of life.
- 4.1.5 Allow neighborhood-scale non-residential uses in residential areas to be located on primary streets or at intersections.
- 4.1.6 Amend development regulations to expand discretionary approval of uses while ensuring compatibility with the surrounding area.

Objective 4.2

Revitalize underutilized land.

Actions to support objective 4.2:

- 4.2.1 Create a vision for redevelopment that is matched with achievable market conditions and promotes desired infill and redevelopment.
- 4.2.2 Implement the Community Improvement Plans.
- 4.2.3 Identify viable funding alternatives that enable area-wide as well as specific project improvements such as Community Improvement Districts (CID).
- 4.2.4 Build public-private-nonprofit partnerships to create effective resources.

Land Use Goal 5

Promote development patterns that encourage connectivity and pedestrian orientation.

Objective 5.1

Promote well connected growth pattern with an extensive network of vibrant centers and corridors spread throughout the parish.

Actions to support objective 5.1:

- 5.1.1 Support mixed-use neighborhood development around Downtown, medical centers, universities, and other employment and light industry job centers.
- 5.1.2 Create incentives, both procedural and economic, for the revitalization of targeted neighborhoods capable of supporting significant growth.
- 5.1.3 Support development compatible with surrounding neighborhoods to promote choice in public transit.

Part 4: Goals, Objectives and Actions

- 5.1.4 Direct public investment (libraries, community centers, schools, transit, parks, etc.) toward neighborhoods identified as needing greater assistance.

Objective 5.2

Support the creation of places that provide environmental, health, and financial benefits to the community.

Actions to support objective 5.2:

- 5.2.1 Encourage pedestrian-oriented neighborhoods as the preferred development standard in appropriate areas.
- 5.2.2 Improve regulatory standards to remove impediments to pedestrian access.

Objective 5.3

Promote infill development to bolster areas with prime redevelopment potential.

Actions to support objective 5.3:

- 5.3.1 Invest in infrastructure upgrades that support development in areas where change is anticipated.
- 5.3.2 Revise development regulations to facilitate infill development.

Land Use Goal 6

Put procedures, processes and tools in place to effectively and equitably implement FUTUREBR.

Objective 6.1

Improve development process.

Actions to support objective 6.1:

- 6.1.1 Ensure that all permitting and regulatory processes are responsive, efficient, customer friendly.

- 6.1.2 Make the UDC more user-friendly.

Objective 6.2

Involve citizens, stakeholders, and interest groups in the planning process.

Actions to support objective 6.3:

- 6.2.1 Encourage applicants for zoning changes to meet with neighborhood organizations prior to the zoning review process.
- 6.2.2 Regularly update the Planning Commission website to facilitate information for the public.
- 6.2.3 Continue to implement a public notification procedure that ensures that adjacent property owners and neighborhood associations are notified and given an opportunity to comment prior to Planning Commission action.

Land Use Goal 7

Ensure that areas where new growth is occurring benefit from sustainable development.

Objective 7.1

Create a more sustainable community.

Actions to support objective 7.1:

- 7.1.1 Create a streamlined permitting process to encourage sustainable building practices including building restoration and adaptive reuse.

Land Use Goal 8

(See Environment and Conservation element)

Preserve and enhance environmental assets.

Objective 8.1

Protect the Parish's ecology in the land development process.

LAND USE

Part 4: Goals, Objectives and Actions

Objective 8.2

Prioritize protection of open space that is of high ecological value.

Objective 8.3

Work with other agencies to provide outreach to the public, create guidelines and craft incentive programs to protect the Parish's ecology.

Land Use Goal 9

Establish a mechanism and process to monitor movement toward realizing the Vision.

Objective 9.1

Develop tools to enable citizens to understand and monitor change in a systematic way.

Actions to support objective 9.1:

- 9.1.1 Establish a land use and development monitoring program.
- 9.1.2 Continue to build upon the Parishwide GIS.
- 9.1.3 Coordinate GIS data with state and other agencies such as LSU, DOTD and CRPC in development, maintenance, and operation of the GIS.
- 9.1.4 Monitor the status of previously approved capital projects to aid in updating the CIP and preparing the annual capital budget.
- 9.1.5 Establish models for calculating jobs and housing forecasts methods for assessing land capacity that are coordinated with a comprehensive transportation modeling program.
- 9.1.6 Publish an annual FUTUREBR Progress Report to describe benchmark progress and highlight accomplishments. The report should include a section on 'lessons learned' and suggested action for improved performance.

Land Use Goal 10

(See Community Design and Neighborhoods element)

Enhance community design character by upgrading components of the built environment.

Objective 10.1

Create and support quality streetscape design for an inviting, vibrant public realm. Elements include street spaces; building setbacks; sidewalks; and aesthetic pieces such as planting strips, street trees, and street furniture.

Objective 10.2

Signage along roadways should meet high design standards to improve the visual quality, safety, and convenience of the built environment.

Objective 10.3

Urban lighting which illuminate streets, parking areas, commercial storefronts, signage, architectural and landscape features, should meet high design standards to improve safety and visual quality of the environment.

Objective 10.4

Public art should be used to provide an important cultural and social expression; it is a key component of the community's identity and aesthetic quality.

Objective 10.5

Support the efforts of community development organizations across East Baton Rouge Parish to provide residents in distressed neighborhoods access to programs and partners to improve and stabilize their neighborhoods.

Objective 10.6

Enhance existing neighborhoods by eliminating blighted properties.

Land Use Goal 11

(See Community Design and Neighborhoods element)

Support a distinctive community identity, enriched sense of place, and high quality of life.

Objective 11.1

Ensure that Baton Rouge consists of a strong identity and character that is appealing to businesses and residents. This includes focusing on the City-Parish's civic, cultural, environmental, educational and historical assets.

Objective 11.2

Use the small area planning process to prioritize areas where change is desired.

Objective 11.2

Create community gathering spaces to encourage social interaction.

Objective 11.3

Historic resources are protected, preserved, restored and adaptively reused. Adaptive reuse of buildings maintains existing neighborhood patterns and repurposes unused structures through incentivized renovations, façade improvement grants, and related programs.